

## AMENDMENTS TO CLAIMS

1. – 48. Cancelled.

49. (new) A bag in box packaging comprising;

- an outer carton having a first wall and an adjacent wall, a carton opening extending through the first wall and the adjacent wall, the outer carton defining a carton cavity;
- a bag positioned within the carton cavity of the outer carton, the bag having a neck with an opening providing ingress into the bag; and
- a collar having a tray, a rim upstand extending upwardly from the tray and a peripheral flange extending outwardly about the rim upstand at an upper end of the rim upstand opposite the tray, the tray further including a collar opening extending therethrough,
- wherein the collar is attachable to the outer carton through insertion of the tray and the rim upstand into the carton opening to, in turn, be positioned within the carton cavity,
- wherein the peripheral flange cooperates with the outside of the outer box carton about the carton opening to engage the outer carton and to preclude passage of the entirety of the collar into the carton cavity through the carton opening, and
- wherein the neck of the bag is coupled to the collar opening so as to be surrounded by the tray of the collar, and so as to extend into a collar cavity defined by the tray and the rim upstand of the collar.

50. (new) The bag in box packaging of claim 49 further wherein the first wall comprises a top wall and the adjacent wall comprises a front wall, and the outer carton comprises a six sided box carton.

51. (new) The bag in box packaging of claim 49 wherein the rim upstand comprises a substantially “c” shaped component.

52. (new) The bag in box packaging of claim 49 wherein the portion of the neck that extends through the opening is fully contained within the collar cavity.

53. (new) The bag in box packaging of claim 49 wherein the collar further includes a front flange extending from the rim upstand and cooperating with the outside of the outer box carton about the carton opening to engage the outer carton and to preclude passage of the entirety of the collar into the outer carton through the carton opening.

54. (new) The bag in box packaging of claim 53 further including a depending front lip extending from the tray and cooperating with the outside of the outer box carton about the carton opening to engage the outer carton and to preclude passage of the entirety of the collar into the outer carton through the carton opening.

55. (new) The bag in box packaging of claim 54 wherein the front flange, the depending front lip and the peripheral flange are substantially continuous and form a continuous structure that interfaces with the outside of the box along the perimeter of the outer carton opening.

56. (new) The bag in box packaging of claim 49 further comprising a bag neck location panel formed from a portion of the first wall and the adjacent wall corresponding to the carton opening

the bag neck location panel defining the location of the collar so that upon insertion the collar abuts the bag neck location panel.

57. (new) The bag in box packaging of claim 49 wherein the collar further includes an integrally formed funnel extending from the tray.

58. (new) The bag in box packaging of claim 49 wherein the collar further includes a lid extending about the rim upstand to, in turn, cover the cavity defined by the tray and the rim upstand, and to preclude ingress to the neck of the bag positioned within the cavity.

59. (new) The bag in box packaging of claim 58 wherein the lid further includes a frangible tamper evident structure which evidences removal or displacement of the lid relative to the tray.

60. (new) The bag in box packaging of claim 49 wherein the collar further includes a handle member coupled thereto, the handle member structurally configured to facilitate lifting of the bag in box packaging.

61. (new) The bag in box packaging of claim 49 wherein the collar comprises a molded polymer member.

62. (new) The bag in box packaging of claim 49 wherein the outer carton is presented in a collapsed configuration with the bag within the outer carton and the collar positioned on the

outside of the outer carton so that upon articulation of the outer carton, the collar is inserted into the carton opening and the bag is within the carton cavity.